



ALIGNING WITH STUDENT PERCEPTIONS

Onward Chicago is Rogers Park’s own elevated dining experience located on the doorsteps of Loyola University Chicago. Onward aims to provide upscale American comfort food to a community that is saturated with fast casual and quick service restaurants. With an emphasis on elevated yet accessible dining experience, Onward wants to better serve the communities at Loyola and in Rogers Park.

Students value and appreciate the elevated dining experience and aesthetic Onward Chicago offers them as Loyola Students

“Onward is an awesome place to have on campus. I took my partner there for our anniversary and it was great not having to travel downtown to have high end food”

“I’ve only been there a few times, but it definitely is a great spot with amazing food that is worthy of my Instagram. I really want to check out their brunch in the fall”

RESEARCH OBJECTIVES

- 1. To explore motivations behind student restaurant decisions.
- 2. To understand how students perceive the bar space.
- 3. To assess how student specials affect motivations to visit.
- 4. To investigate how green initiatives affect student perceptions.
- 5. To assess how students perceive a casual restaurant environment.
- 6. To explore how prices at restaurants impact student restaurant decisions.
- 7. To evaluate student perceptions of surrounding competition.

MARKET RESEARCH DESIGN

qualitative

Data received from exploratory and qualitative design and research yields information about student behavior, decision making, and habits. This data can further Onward's understanding of student motivations which can help inform marketing and positioning efforts.

- Team Infinity’s proposed focus group questions will allow Onward to gain a more critical understanding of how students overall perceptions of a restaurant influences their decision making.
- Observational data will be collected to understand more clearly how students perceive a casual dining and bar environment.
- Our focus groups will be catered more towards students, specifically Loyola students, as they are who Onward is looking to have a great appeal to.

Exploration

Personally, one of the things I’m really missing out on lately is going out to eat at restaurants. I know a lot of people left Chicago, but I’m already making plans to get food with friends when everyone is back on campus.

RO1: To assess how customers perceive a casual environment

- Do you all go out to eat with friends around campus? Do you usually go get fast food/quick service or do you go sit down somewhere?
- What does an ideal meal out with friends or family look like to you? Take a moment and write down a few things, like location, type of menu, type of service, etc. Then we can share out loud.
- What makes you prefer going to a sit-down restaurant rather than a fast food/takeout place? Does it have to be a special occasion or do you do that more often?
- Have you all eaten at Onward? If so, tell me a little about what you thought about this environment? How did it feel to eat there?

RO2: To understand how students perceive the bar space.

So a lot of restaurants in Chicago not only have dining rooms, but also bar spaces where you can eat, but a lot of people prefer to just drink there and go somewhere else to actually eat.

- Can I see a show of hands (or clap reactions on Zoom) as to who would rather just drink, maybe get an appetizer or something at the bar?
- In what situation would you choose to sit at the bar and not in the dining room?
- Do you see a bar area as having a different vibe than the rest of the restaurant? Describe that vibe.

Focus Group Guide

quantitative

Quantitative research design provides insights through tools such as Qualtrics surveys. Through this medium, Onward can obtain hyper specific numeric data in regards to surrounding quality perceptions, dine out frequencies, and the importance of price. This data will be actionable and can guide future strategy.

- Team Infinity’s Qualtrics survey design aims to give participants a seamless and fluid experience by asking questions that build off each other.
- This type of funnel questioning will allow us to make holistic conclusions regarding student/consumer behavior during the data analysis phase.
- Team Infinity has an extensive and diverse network of students across Loyola that include everything from the Choir, to Greek Life organizations, and even the Ultimate Frisbee team. This will allow us to obtain data that is representative of the Loyola community as a whole.

How important is price to you when going to a restaurant?

☐ Extremely important

☐ Very important

☐ Moderately important

☐ Slightly important

☐ Not at all important

What type of special would you be most likely to take part in?

☐ Two dinner entrees for \$35

☐ Buy an entree, receive a half-priced drink

☐ 10% group discount (six people or more)

☐ One complimentary appetizer with a drink and dinner entree purchase

Qualtrics Sample Questions

Team Infinity's goal for this research design is to be able to identify student behavior, both habitual and intentional, that primarily drives their own decision making. Data collected will allow us to analyze trends and commonalities among students and how they ultimately perceive Onward Chicago. Once we analyze the data and make informed conclusions, we will give Onward and actionable recommendation on how they can better align themselves with student perceptions.

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